



**Hotel and flight searches for Vienna and Salzburg increase drastically after ‘Green-Pass’ and quarantine free travel from Germany are announced.**

## Positive news for the Austrian hospitality industry



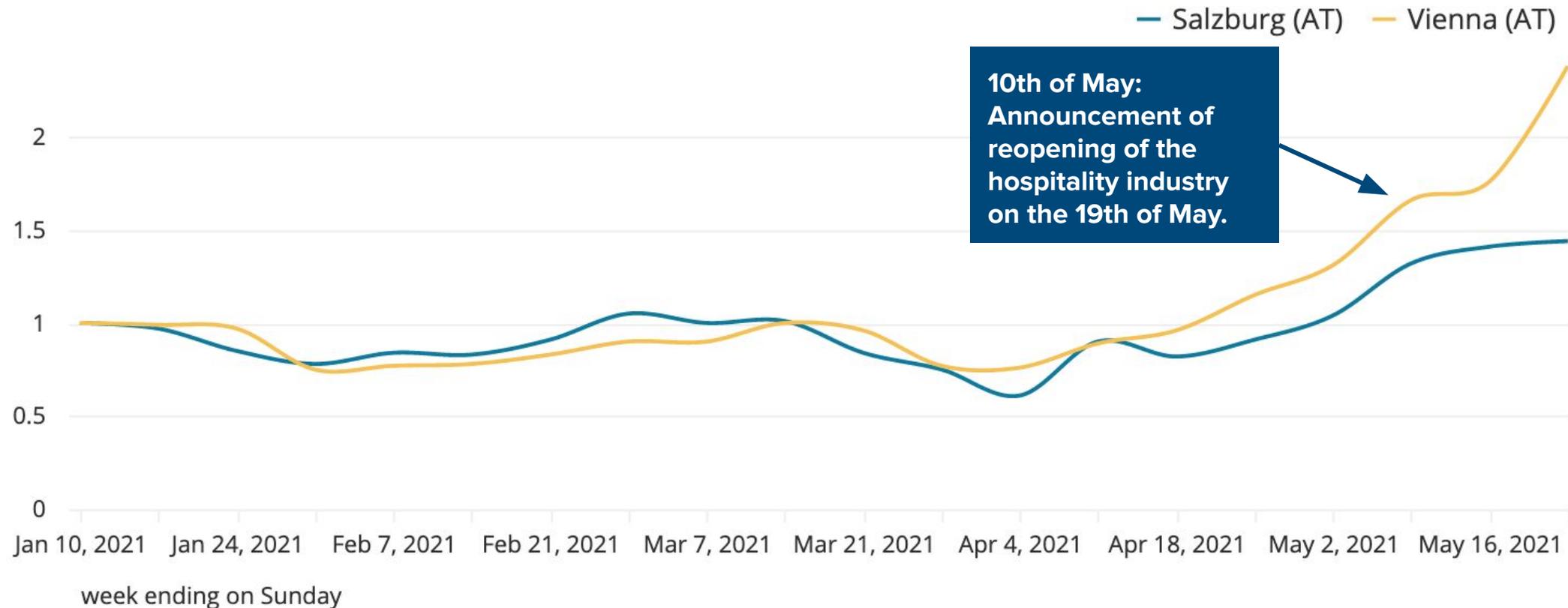
The re-opening of the hospitality industry on May 19th, together with the 'green-pass' and quarantine free travel from Germany (which accounts for more than  $\frac{1}{3}$  of overnight stays) have created a positive impact on search demand.

# Increase in flight searches for Vienna



## Flights Search Evolution Index

The Search Evolution Index shows the rate of change for searches to a particular destination over time relative to the first displayed date.



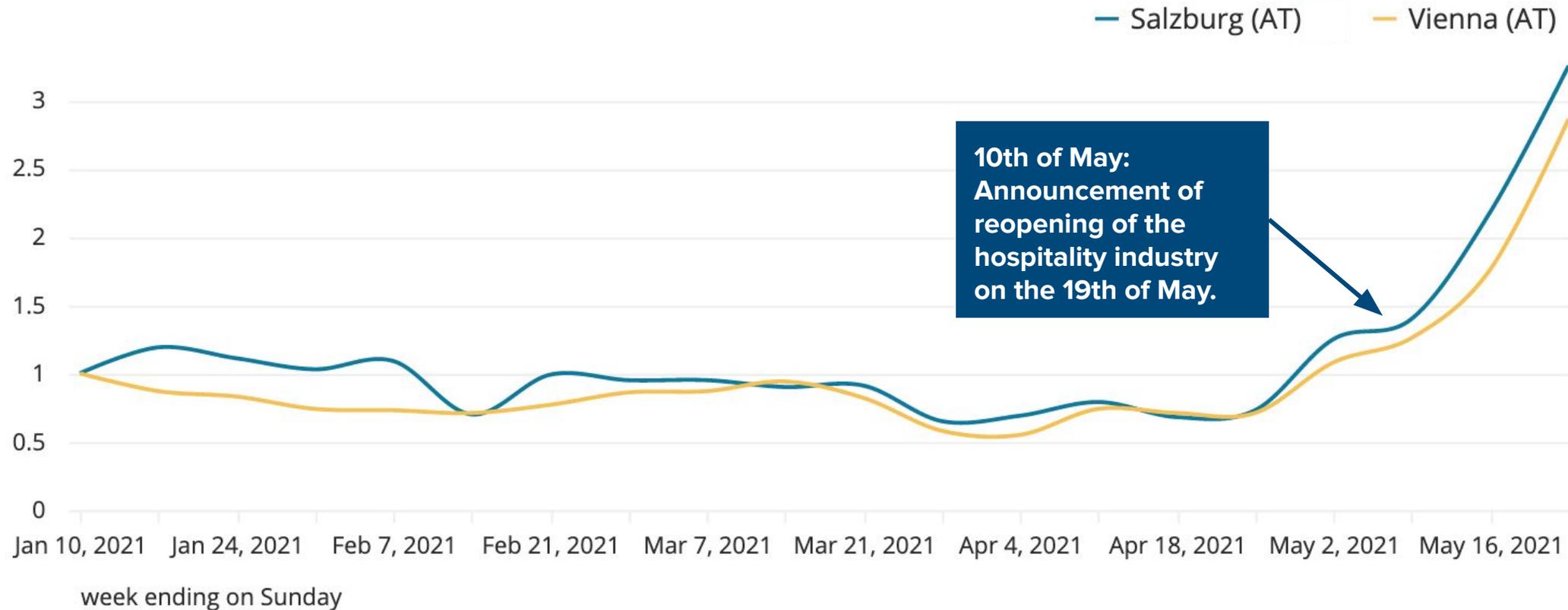
**Vienna sees a strong increase in flight searches after the announcement of the reopening of the hospitality industry.**

# Increase in hotel searches for Vienna & Salzburg



## Hotel Search Evolution Index

The Search Evolution Index shows the rate of change for searches to a particular destination over time relative to the first displayed date.

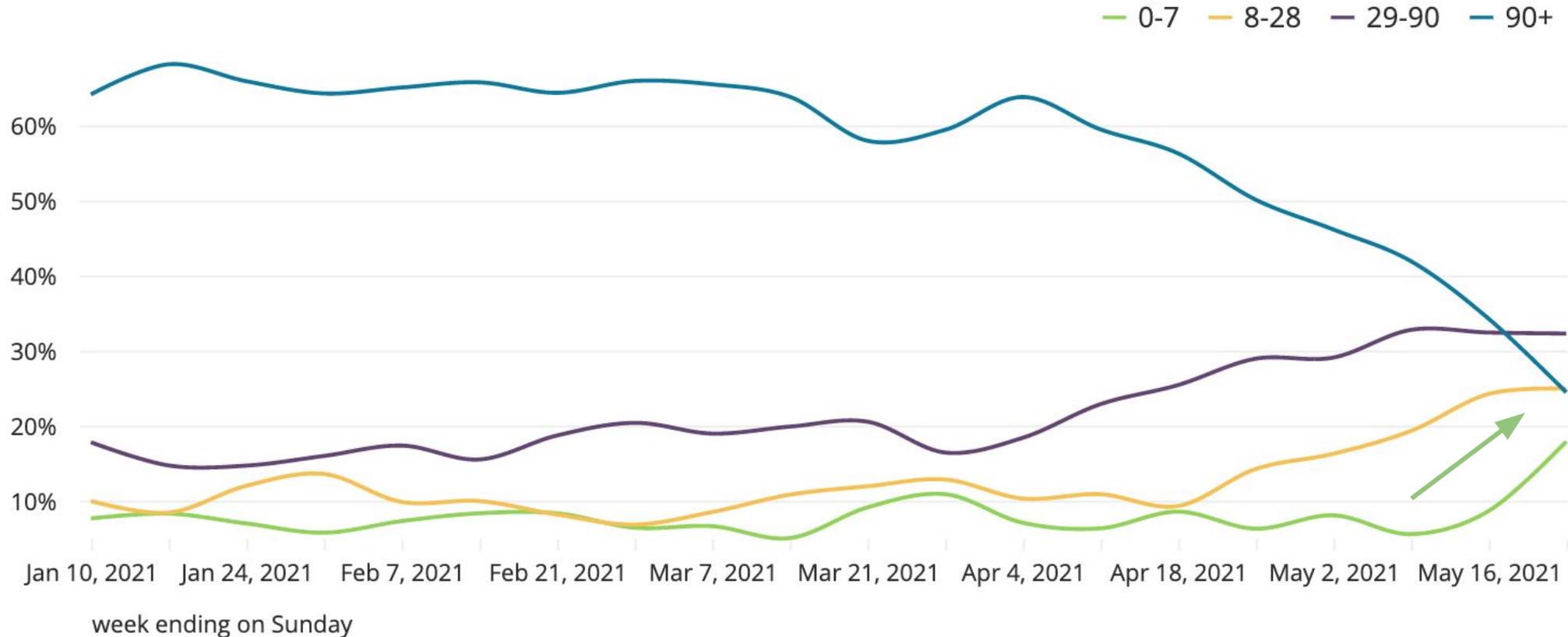


**Hotel searches for Vienna and Salzburg have seen a strong positive increase since the announcement of the reopening.**

# Shorter hotel search lead times for Vienna



Destination Vienna (AT): Hotel Search Lead Time Evolution



**While hotel searches with long lead times have been decreasing since the beginning of April, searches with a lead time of less than a week are increasing since the announcement.**

# Germany is dominating Viennas hotel searches



“Our tourism industry can breathe a sigh of relief.” - Elisabeth Köstinger (Minister for Sustainability and Tourism)  
Germany accounts for over 1/3 of hotel overnight stays in summer and winter.

Top countries searching

Countries		Avg. LOS
Germany	45.4%	4.8
Austria	10.5%	4.3
Israel	9.7%	5.2
United States of America	6.0%	5.4

Length-of-stay

LOS1	18.1%
LOS2	18.4%
LOS3	24.5%
LOS4-7	35.3%
LOS8-14	3.7%

**After the announcement of quarantine free travel between Germany and Austria, June, July, August and September see the highest volume of hotel searches from Germany. With a majority of searches being for stays of over 4 nights, there is plenty of opportunity for hotels to optimize their revenue.**



# Are you ready to turn lookers into bookers?

Turn information into actionable data by accessing more **key metrics**, including:

- Most searched arrival dates breakdown
- Country feeder markets to your destination
- LOS for those feeder markets

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